

ABSTRACT OF THE DISCLOSURE

A cellular telephone set can increase number of display patterns of animation display without occupying large storage region in the memory and without performing setting operation every time. The character presentation means determines character to be displayed in each event screen upon depression of call release button after telephone calling, depression of call release button after telephone call reception, upon occurrence of at least one of presence of not responded call and newly received mail, and upon variation of state between open state and closed state of the first and second casings, depending upon calling history, time of calling, call arriving history, time of call arrival, and timing of detection of variation of state between open state and closed state of the first and second casing by the detecting means.